

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date  
17 February 2005 (17.02.2005)

PCT

(10) International Publication Number  
WO 2005/015469 A1

(51) International Patent Classification<sup>7</sup>: G06F 17/60 (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(21) International Application Number: PCT/NZ2004/000183 (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(22) International Filing Date: 12 August 2004 (12.08.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
527578 12 August 2003 (12.08.2003) NZ

(71) Applicant (for all designated States except US): SCHEL SOFTWARE LIMITED [NZ/NZ]; Level 8 Westpac Trust Tower 120 Albert Street, 1001 Auckland (NZ).

(72) Inventor; and

(75) Inventor/Applicant (for US only): LEWIS, Stuart, Charles [NZ/NZ]; 18 Polo Prince Drive, Alfriston RD, 1702 South Auckland (NZ).

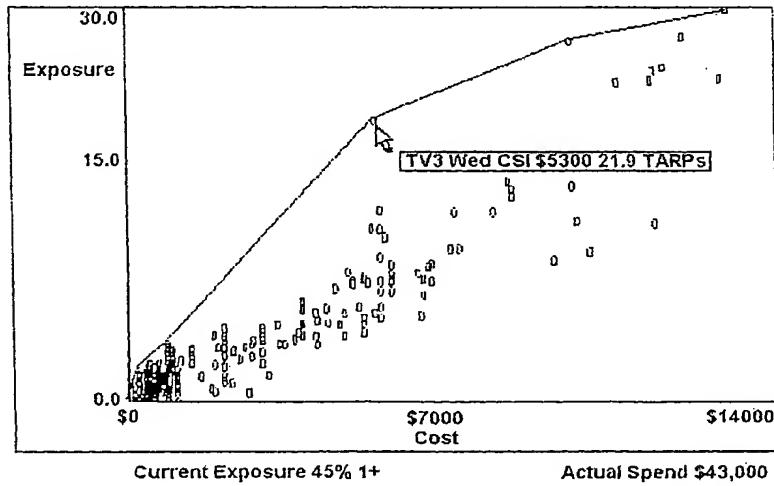
(74) Agent: BALDWIN SHELSTON WATERS; PO Box 5999, Wellesley Street, 1001 Auckland (NZ).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND APPARATUS FOR MEDIA BUYING



WO 2005/015469 A1

(57) Abstract: A computer-implemented method for graphically displaying media buying options (4) is disclosed. In one embodiment, the method includes receiving a cost attribute and an exposure attribute for each media buying option and displaying a plot (1) of available media buying options (4), wherein the media buying options (4) are plotted against a first axis (1B) corresponding to said cost attribute and a second axis (1A) corresponding to said exposure attribute. In another embodiment the method includes calculating or retrieving from memory two or three attributes of each media buying option (4) to be displayed and graphically plotting in a plot (1) each media buying option (4) against said two or three attributes, wherein at least one of said attributes is an exposure attribute and updating the plot when a variable affecting the value of the exposure attribute of one or more media buying options (4) is changed.